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CONSUMER PURCHASES OF

CITRUS

- Fruit
- Juices
- Drinks

AND OTHER PRODUCTS

CPFJ-154

U. S. DEPARTMENT OF AGRICULTURE
Economic Research Service in Cooperation
with the Florida Citrus Commission

PREFACE

This report presents estimated household consumer purchases of frozen concentrated juices, frozen concentrated fruit drinks, chilled orange juice, canned single-strength juices, canned single-strength fruit drinks, canned and chilled citrus salads and sections, and fresh oranges and grapefruit. Beginning with July 1963, the data represent projections to national totals based on reported purchases and related information from a representative national sample of approximately 7,500 household consumers. Estimates were based on a sample of about 6,000 households from 1954 through 1960, and on about 10,000 households from 1961 to June 1963.

A committee of the Florida Citrus Industry working with representatives of the U. S. Department of Agriculture and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on experience and comparison with canners' reports, Bureau of Census reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in some overestimate of purchases of frozen concentrated orange juice and canned grapefruit juice, and some understatement of canned orange juice. Nevertheless, the data are considered reliable indicators of trends and of relative changes in household purchases from one period to another.

The cost of obtaining the consumer purchase data has been defrayed by the Florida Citrus Commission, with some help from the California Prune Advisory Board since October 1959. Prior to that time the Department cooperated with fruit industry groups in paying those costs. The Department, however, continues to analyze the data and publish reports as it has done since 1950.

All data in the report are based on 4-week periods (28 days) to facilitate comparisons.

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Based on data collected for the Florida Citrus Commission by the
Market Research Corporation of America

August 1964

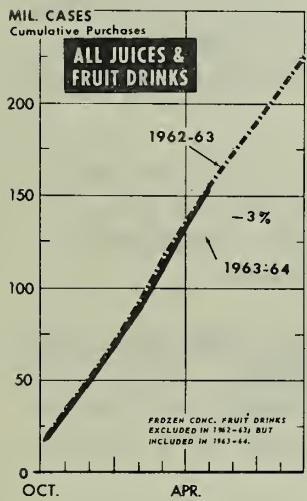
CONSUMER PURCHASES OF CITRUS FRUIT, JUICES,
DRINKS, AND OTHER PRODUCTS
May 1964

By Clive E. Johnson
Marketing Economics Division
Economic Research Service

Data in this report represent estimated total purchases by household consumers in the 48 contiguous States. They do not include purchases made for hotels, restaurants, hospitals, or other institutional outlets. Data are for 4-week periods (28 days) to facilitate comparisons. Expenditures are computed from prices paid for the most prevalent size of container.

HIGHLIGHTS

Consumer purchases of frozen concentrated and canned single-strength juices, chilled orange juice, and frozen concentrated and canned single-strength fruit drinks in May 1964 were up 3 percent -- 659,000 cases equivalent single-strength -- from the same month of 1963. Prices paid held at 4.7 cents per 6-ounce serving and consumer outlay also was up 3 percent.



Purchases of fruit drinks rose 24 percent (2 million cases) over last May in contrast to a decline of 10 percent (1.4 million cases) in purchases of fruit juices. The distribution of the household market shifted from 61 percent juices and 39 percent fruit drinks in May 1963 to 54 percent juices and 46 percent drinks in May 1964:

May Purchases--1,000's Cases

	<u>1963</u>	<u>1964</u>	<u>Change</u>
Frozen concentrated orange juice	4,021	4,233	+ 5 %
Other citrus juices	1,941	1,609	-17 %
Prune juice	700	734	+ 5 %
Other noncitrus juices	6,941	5,649	-19 %
Frozen concentrated fruit drinks	3,400	4,393	+29 %
Canned single-strength fruit drinks	5,169	6,213	+20 %
	<u>22,172</u>	<u>22,831</u>	<u>+ 3 %</u>

Fresh and processed orange and grapefruit supplies were below and prices above usual levels because of continuing effects of the freeze of December 1962. Frozen concentrated orange juice purchases were up 5 percent from a year earlier as prices dropped 7 percent to a 13-month low. On the other hand, a rise of 6 percent in price of chilled orange juice was met with an increase of 7 percent in purchases. Use of canned orange and grapefruit juices were down sharply; expenditures also declined despite near-record high prices.

Purchases and expenditures for prune juice were record-high for the month of May. Comparatively moderate advances in prices paid for other noncitrus canned and frozen concentrated juices were accompanied by sharp declines in purchases, and the strong market that developed for these products after the freeze declined to levels that prevailed prior to that time.

Purchases of frozen concentrated orange drink were up 20 percent from last May and other frozen concentrated drinks were up 31 percent. Further, purchases of canned single-strength fruit drinks surpassed all earlier amounts as number of buyers and size of purchase rose to new highs.

October-May cumulative purchases of canned fruit drinks were up 26 percent, and prune juice was up 1 $\frac{1}{4}$ percent from corresponding months of 1962-63. On the other hand, cumulative purchases of all other juices and drinks were down; declines ranged from 3 percent for noncitrus frozen concentrated juices to 40 percent for canned single-strength orange juice.

Retail sales and expenditures for chilled citrus salads and sections in May were well above levels of the preceding year. In contrast, consumers sharply curtailed their purchases of canned grapefruit sections.

Purchases of fresh oranges were much larger than last May, and expenditures were up despite lower prices. Sales of fresh grapefruit were down; prices were higher, but sales revenues, for the first time in 1963-64, were down from a year earlier.

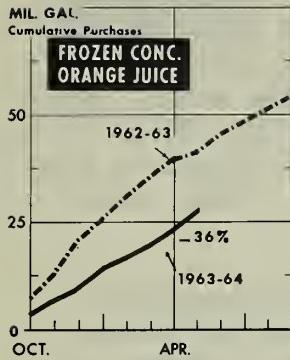
FROZEN CONCENTRATED JUICES

FCOJ Prices Decline, but Fewer Families Buy

Lower prices, but fewer buyers characterized the household market for frozen concentrated orange juice in May 1964. Size of purchase was larger, however, and for the first time in 1963-64, retail movement was above the year-earlier mark. Nevertheless, consumer outlay was down from both the preceding and year-earlier month. 1/ (See tables 1, 1A, 15-18 and figures 7-9.) Supplies of the product in 1963-64,

1/ Monthly and cumulative purchases and expenditures for all products are for 4-week (28-day) periods to facilitate comparisons. Totals by seasons are for 48 weeks. Cases are the equivalent of 24 No. 2 cans ... 432 ounces per case, except 480 ounces for canned grapefruit sections. Expenditures are based on prices paid for usual unit of purchase shown in table 18. In computing purchases on a single-strength equivalent basis, frozen concentrated fruit juices and frozen concentrated orange drink were converted at 4 to 1; other frozen concentrated fruit drinks were converted at 4.7 to 1.

as in the preceding season, were well below those of recent years because of continuing effects of the December 1962 freeze.



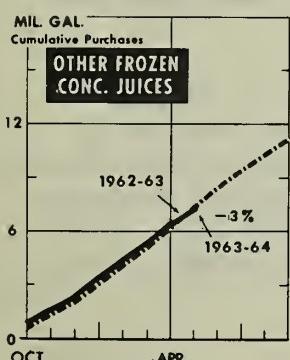
Prices paid for frozen concentrated orange juice averaged 25.7 cents per 6-ounce can, down 7 percent from last May and the lowest since that time. April prices averaged 27 cents.

May purchases, although off slightly from April, were up 5 percent -- 179,000 gallons -- from a year earlier. This gain resulted from an increase of 1/2 can in size of purchase, since the proportion of families buying (20.5 percent) was down 1.2 percentage points.

The average buyer spent \$1.68 for frozen orange juice in May, 6 percent less than in the preceding month and less than in most months since mid-1963. Total consumer outlay was off 7 percent from April and was down slightly from May 1963.

October-May cumulative purchases were off 36 percent -- 15.6 million gallons -- compared with the corresponding 8 months of 1962-63. (See figure in margin.) Cumulative expenditures were off 13 percent or \$23.7 million.

Use of Other Frozen Concentrated Juices Down

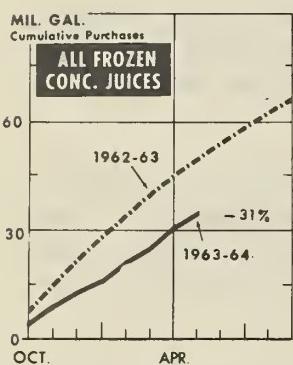


Consumer purchases and expenditures for all other frozen concentrated juices -- such as grape, grapefruit, pineapple, and citrus blends -- were smaller in May 1964 than in most months since the freeze. The volume of purchases dropped 25 percent from April and 31 percent from a year earlier to approach levels of the slower market that prevailed prior to the freeze. The market share fell from 6.5 to 4.3 percent -- the smallest in the year that comparable data are available. (See tables 8, 15, 17 and 18.)

Retail prices averaged 21.5 cents per 6-ounce can, 11 percent higher than a year earlier. Since this advance was accompanied by a substantial decline in purchases, consumer outlay was off 24 percent from last May.

October-May purchases were 3 percent or 206,000 gallons below corresponding months of 1962-63. (See figure in margin.) Nevertheless, because prices were higher, cumulative expenditures were up 10 percent.

Slowdown in Purchases of Total Frozen Concentrated Juice Continues



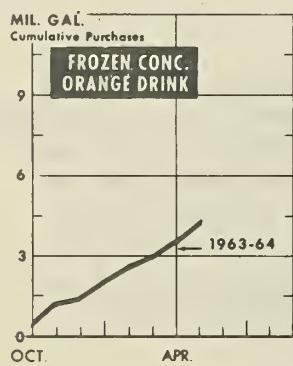
The total quantity of frozen concentrated juices bought by the Nation's families in May was off 4 percent -- 201,000 gallons -- from the same month of 1963 and off 31 percent from the 1959-61 average for the month. This resulted in a decline in share of market from 25 to 23 percent. Canned single-strength juices, in comparison lost 6 points while the fruit drinks gained 8. (See tables 15, 17, 18 and figures 7 and 9.)

Prices paid for frozen concentrated juices were down slightly from a year earlier to 24.9 cents per 6-ounce can, the lowest recorded for about a year. Inasmuch as purchases also declined, consumer outlay was off 6 percent from May 1963.

October-May cumulative purchases were off 31 percent -- 15.8 million gallons -- from the same period of 1952-63. Cumulative expenditures were off 10 percent.

FROZEN CONCENTRATED FRUIT DRINKS

Frozen Orange Drink Prices Down But Purchases Hold at April Level

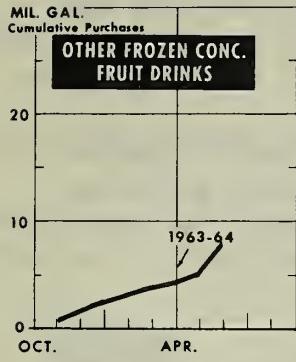


Frozen concentrated orange drink purchases were about the same as in April, despite a drop in price of a cent a can to an 8-month low. Nonetheless, purchases were up compared with a year earlier and the share of the household market rose from 2.8 to 3.3 percent. (See tables 7, 14-18 and figures 7-9; note that data for April have been revised.)

The volume of purchases was up 20 percent -- 104,000 gallons -- from last May as a result of an increase in number of buyers to 5 percent of the Nation's families and in size of purchase to 4.8 cans. Retail prices averaged 16.5 cents per 6-ounce can, the same as last May; hence, consumer expenditures also were 20 percent larger than a year earlier.

Use of Other Frozen Fruit Drinks Up Substantially

The quantity of all other frozen concentrated fruit drinks bought for home use in May (2.6 million gallons) was 3 times the April volume and a third larger than a year earlier. (See tables 7, 14-18 and figures 7-9.)

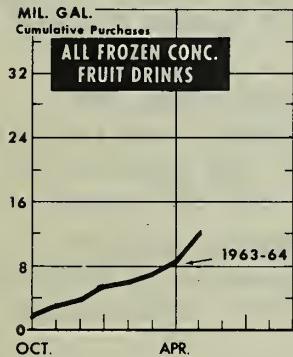


This group of products accounted for 16 percent of all fruit juices and drinks bought in May, an increase of 10 points in share of market over April and 4 points over a year earlier.

Size of purchase averaged 6.7 cans among the 14.5 percent of families that bought. Both components of retail sales were well above April; comparable data are not available for a year earlier.

Consumers paid an average of 11.2 cents for a 6-ounce can of these frozen drinks, the lowest in the year that data are available. Nonetheless, consumer outlay in May was up 25 percent from a year earlier.

Frozen Fruit Drinks Command Larger Share of Market



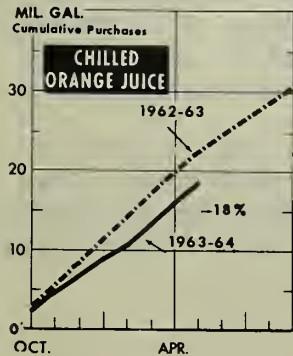
The total quantity of frozen concentrated fruit drinks bought by household consumers in May 1964 was larger by 29 percent -- 728,000 gallons -- than in the same month of 1963. Purchases were double the April volume, a substantially larger April-May gain than occurred a year earlier. The increase in volume was equivalent to that reported for canned single-strength fruit drinks. (See tables 7, 14-18 and figures 7-9.)

The market share accounted for by frozen concentrated fruit drinks rose from 15 percent in May 1963 to 19 percent in May 1964. In comparison, the share for canned single-strength fruit drinks increased from 23 to 27 percent.

Prices paid for frozen concentrated fruit drinks were down moderately from a year earlier to 12.2 cents per 6-ounce can or 2.7 cents per 6-ounce serving. Even so, consumer outlay was 23 percent larger than last May.

SINGLE-STRENGTH JUICES

Chilled Orange Juice Has Stronger Market



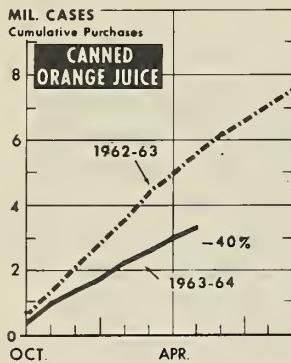
Purchases of chilled orange juice in May, for the second month in succession, were above year-earlier levels. Prices also were higher, and consumer expenditures were close to the largest recorded in this 8-year series. (See tables 2, 15-18 and figures 7-9.)

The volume of purchases was up 7 percent -- 172,000 gallons -- from last May with most of the gain attributed to an increase in size of purchase. The proportion of families buying (5.6 percent) held about the same.

Consumers paid an average of 47.4 cents for a quart of chilled orange juice, or 6 percent more than last May. Since they also bought in larger volume, expenditures per buying family (\$1.53) were up 9 percent, and total consumer outlay was up 13 percent.

October-May cumulative purchases were down 18 percent -- 4 million gallons -- from the corresponding period of 1962-63. (See figure in margin.) However, because prices were higher, cumulative expenditures were within 2 percent of the year-earlier amount.

Sales of Canned Orange Juice Slow



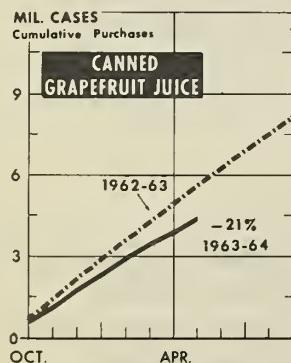
Consumer purchases and expenditures for canned single-strength orange juice in May were practically the smallest recorded in this 15-year series. (See tables 3, 15-18 and figures 7-9.) These declines were associated with short supplies: production in 1963-64 was down a third from a year earlier and the smallest in 20 years.

Retail sales were off 40 percent -- 246,000 cases -- from a year earlier and the products' share of market dropped from 2.8 to 1.6 percent.

Prices paid averaged 57.5 cents per 46-ounce can, 24 percent higher than a year earlier. Although the typical buyer spent about as much (92 cents) for the juice as he did last May, total consumer outlay was off 26 percent.

Cumulative purchases through May were down 40 percent -- 2.3 million cases -- from corresponding months of 1962-63. (See figure in margin.) Further, cumulative expenditures were down 17 percent.

Grapefruit Juice Purchases Off 22 Percent



Retail movement of canned single-strength grapefruit juice was down sharply from May 1963, and its share of market dropped from 3.3 to 2.1 percent. Prices were near record-high, but because of the decline in purchases, expenditures were down. (See tables 4, 15-18 and figures 7-9.) The loss in sales and rise in prices were associated with the lowest production since the 1930's.

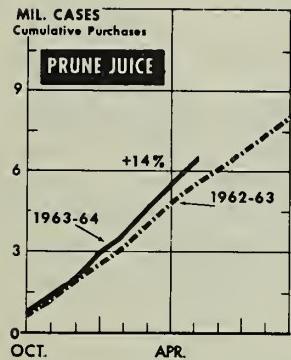
The proportion of families that bought in May (4.2 percent) and the size of purchase (1.9 cans) were both unusually small. This brought about declines of 22 percent in retail sales compared with a year earlier and 38 percent compared with the 1957-61 average for the month.

Retail prices at 42.5 cents per 46-ounce can were about the same as April's peak and were 16 percent higher than last May. The typical buyer spent 82 cents for grapefruit juice or 5 percent more than a year earlier. Nevertheless, total consumer outlay was down 9 percent.

October-May purchases were 21 percent -- 1.2 million cases -- below the same months of 1962-63. On the other hand, cumulative expenditures surpassed those of corresponding periods in each of the preceding 5 years.

Prune Juice Has Growing Market

Purchases and expenditures for prune juice, although down contraseasonally from April, were still the largest recorded for May in this 15-year series. Of reported juices, this is the only one that has been bought consistently in larger volume than in 1962-63. (See tables 5, 14-18 and figures 7-9.)



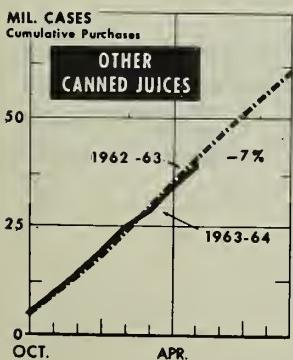
May purchases were up 5 percent -- 34,000 cases -- from a year earlier to continue the upturn that has characterized the prune juice market in 1963-64. Further, October-May cumulative purchases were 14 percent -- 748,000 cases -- above corresponding months of 1962-63 and the largest recorded for this 8-month period.

The gain in retail sales over last May was a result of a larger size of purchase. The number of buyers, down seasonally from April to 7.4 percent of the Nation's families, was the same as a year earlier.

Prices paid, at 41.1 cents per quart, and expenditures per buying family, at 97 cents, were about the same as last May. However, total consumer expenditures in May, as well as October-May cumulative expenditures, rose to new highs.

Consumers Curb Use of Other Canned Juices

Purchases of other canned juices -- such as grape, pineapple, tomato, tangerine, and citrus blends -- continued to decline from the usually strong market that developed in 1962-63. This occurred despite the fact that these products remained less expensive than competing juices. The share of market for other juices, which was down to 20 percent from 25 percent last May, was virtually the smallest recorded in the year that comparable data are available. (See tables 8, 15-18 and figures 8 and 9.)



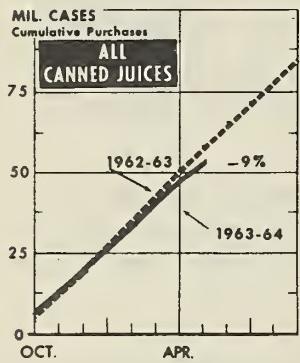
Purchases were off 15 percent -- 842,000 cases -- from last May to the level of 2 years earlier when supplies of citrus were more plentiful. Size of purchase averaged 2.3 cans among the 34 percent of families that bought; corresponding data are not available for a year earlier.

Retail prices were up moderately to 32.9 cents per 46-ounce can, or to 4.3 cents per 6-ounce serving. In comparison, competing juices cost 5.4 to 8.9 cents per serving. Since advances in price have been relatively small, consumer expenditures in May were down for the fourth month in succession.

October-May cumulative purchases were off 7 percent -- 2.7 million cases -- from corresponding months of 1962-63; cumulative expenditures were down slightly.

Waning Market Confronts Canned Juices

Retail sales of total canned single-strength juices were down to a 2-year low in May to merely match, rather than to exceed the sales of canned single-strength fruit drinks as heretofore. As a result, the canned juice market share dropped to 27 percent from 34 percent in May 1963. Consumer expenditures also were down despite higher prices. (See tables 10, 15-18 and figures 7-9.)



Purchases were off 16 percent -- 1.2 million cases -- from the unusually strong market that appeared after the freeze and were down 7 percent from 2 years earlier. This was a continuation of the slowdown that developed in recent months, and October-May cumulative purchases were off 9 percent -- 5.4 million cases -- from a year earlier and were slightly below the 1957-61 average for this 8-month period.

Only 40 percent of the Nation's families bought canned juices in May compared with 45 percent a year earlier. Moreover, the size of purchase also declined. Both components of retail sales were well below usual levels for this time of year.

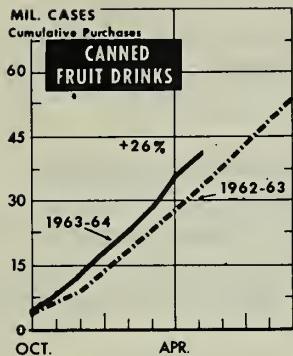
Prices paid for canned juices were up 10 percent to 38.2 cents per 46-ounce can. Nevertheless, because purchases declined, consumer expenditures were down 8 percent from last May. October-May cumulative expenditures were down to the 1962-63 level.

CANNED SINGLE-STRENGTH FRUIT DRINKS

Canned Fruit Drink Purchases Equal Canned Juices

Consumer purchases and expenditures for canned single-strength fruit drinks rose to new peaks in May to continue the upturn that has been in progress since these products

were first reported in 1959. And in May, for the first time, canned fruit drinks were bought in the same volume as canned juices. (See tables 11, 14-18 and figures 7-9.)



Purchases of canned fruit drinks were 20 percent -- 1 million cases -- larger than the year earlier volume, and the share of market climbed from 23 to 27 percent to match the share held by canned juices. October-May cumulative purchases were up 26 percent -- 8.4 million cases -- from corresponding months of 1962-63.

Retail prices averaged 31.7 cents per 46-ounce can, about the same as in the preceding 4 years. Except for frozen concentrated fruit drinks, these were the least expensive products reported.

The typical buyer spent \$1.14 for canned fruit drinks or 11 percent more than last May. Moreover, total consumer outlay was up 23 percent reflecting the larger number of buyers. October-May cumulative expenditures increased 30 percent -- \$28.7 million -- over the same period of 1962-63.

CITRUS SALADS AND SECTIONS

Retail Movement of Canned Grapefruit Sections Slow

Purchases of canned grapefruit sections in May were the smallest recorded for the month in the 8 years these data have been available. Prices were high, however, and consumer outlay continued above prefreeze levels. The decline in purchases was associated with the smaller than usual production of the product. (See tables 16-18 and figures 6-9.)

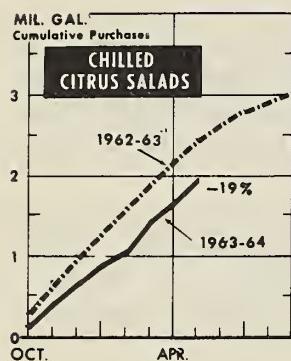
Purchases were off 21 percent from last May, reflecting a loss in number of buyers from 3.9 to 3.4 percent of the Nation's families, along with a decrease in size of purchase.

Retail movement has been slow throughout 1963-64 and October-May cumulative purchases were off 29 percent -- 513,000 cases -- from corresponding months of 1962-63, and were off still more from the 1957-61 average.

Prices paid for canned grapefruit sections were up 18 percent from a year earlier to 28.1 cents per No. 303 can. Nevertheless, because sales dropped, consumer expenditures were down 7 percent, and October-May cumulative expenditures were down 11 percent from corresponding periods of 1962-63.

Use of Chilled Citrus Salads Up Sharply

Purchases of chilled citrus salads and sections in May were above the year earlier level for the first time in the 1963-64 reporting year. And although prices were slightly lower, consumer expenditures climbed to a new high. (See tables 9, and 16-18.)



May purchases were 31 percent -- 80,000 gallons -- above the year-earlier level and except for November 1962 were the largest in the 2 years that these data have been available. The gain reflected an increase in number of buyers from 1.4 to 2.1 percent of the Nation's families, tempered by a smaller size of purchase.

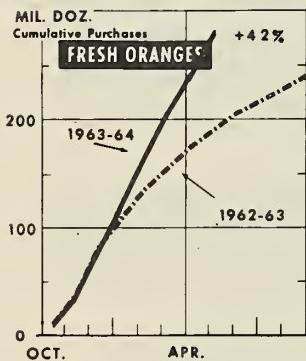
Retail prices were down 3 percent to 74.6 cents per quart. However, because of the increase in purchases, consumer expenditures rose 27 percent to reach a new peak.

October-May cumulative purchases were off 19 percent -- 465,000 gallons -- and cumulative expenditures were off 11 percent from the corresponding period of 1962-63.

FRESH ORANGES AND GRAPEFRUIT

Oranges Have Strong Market

Retail sales of fresh oranges continued high in May. And despite lower prices, consumer expenditures were sharply above the year-earlier amount. (See tables 12, 16-18 and figures 7-9.)

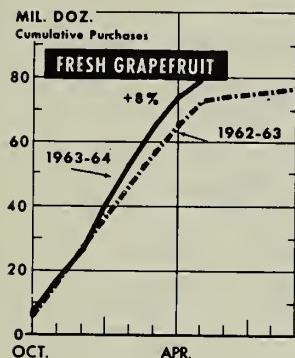


The proportion of families that bought oranges in May (28 percent) as well as the size of purchase (22 oranges) were substantially larger than a year earlier. As a result, May purchases were up 73 percent (12.2 million dozen) from the same month of 1963. This was a continuation of the relatively heavy movement begun earlier in the year, and October-May cumulative purchases were 42 percent (78.5 million dozen) above the corresponding 8 months of 1962-63. (See figure in margin.)

An average of 58.3 cents was paid for a dozen oranges in May, 23 percent less than a year earlier. Hence, expenditures per buying family were down moderately to \$1.07 despite the increase in size of purchase.

Total consumer outlay in May surpassed the year-earlier amount by 34 percent as a result of the increase in number of buyers. Further, October-May cumulative expenditures were up 30 percent from the corresponding period of 1962-63.

Expenditures for Grapefruit Down



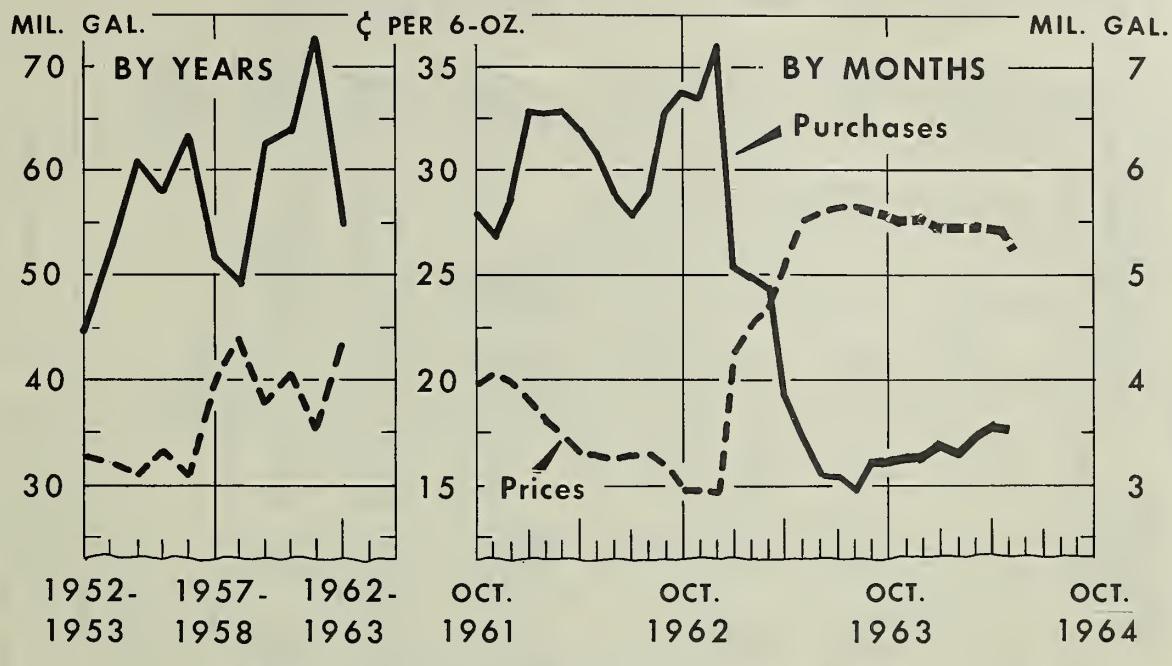
Purchases of fresh grapefruit for home consumption in May were off sharply from the same month of 1963. Prices were high, but for the first time in 1963-64 consumer expenditures were down from a year earlier. (See tables 13, 16-18 and figures 7-9.)

Less than 12 percent of the Nation's families bought grapefruit compared with 15 percent last May. The size of purchase also was smaller, and retail sales were down 27 percent or 1.6 million dozen from a year earlier.

A dozen grapefruit bought in retail food stores cost \$1.54 or 16 percent more than last May. Since this advance was small compared with the decline in purchases, consumer outlay was off 15 percent from last May. Expenditures were heavy in most months of 1963-64, however, and the October-May cumulative total was up 23 percent compared with corresponding months of 1962-63. Cumulative purchases were up only 8 percent. (See figure in margin.)

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid Δ



Δ REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 1

NEG. ERS 2537 ECONOMIC RESEARCH SERVICE

Table 1.--FROZEN CONCENTRATED ORANGE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 6-ounce can		
	Average : 1962- : 1963- : 1962- : 1963- : 1962- : 1963- : Average : 1962- : 1963-	1957-61 : 1963 : 1964 : 1963 : 1964 : 1963 : 1964 : 1957-61 : 1963 : 1964	gals.	gals.	Percent	Percent	Ounces	Ounces	Cents	Cents
	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
Oct.	5,111	6,719	3,238	31.5	20.5	50.0	36.4	19.7	15.9	27.7
Nov.	4,970	6,669	3,263	31.3	20.4	49.8	36.9	19.9	15.9	27.4
Dec.	4,996	7,215	3,240	32.7	20.3	51.5	36.4	19.6	15.7	27.8
Oct.-Dec.	15,077	20,603	9,741	---	---	---	---	---	---	---
Jan.	5,312	5,066	3,398	28.2	21.4	41.9	36.0	19.6	21.3	27.3
Feb.	5,207	4,983	3,283	28.5	20.4	40.7	36.4	19.6	22.6	27.4
Mar.	5,172	4,855	3,494	28.2	20.5	40.2	38.3	19.6	23.2	27.4
Jan.-Mar.	15,691	14,904	10,175	---	---	---	---	---	---	---
Apr.	5,147	3,801	3,649	23.2	20.7	38.1	39.5	19.3	25.4	27.0
May	4,941	3,393	3,572	21.7	20.5	36.3	39.3	19.3	27.5	25.7
June	4,740	3,069	19.2	---	---	37.1	19.5	27.8	---	---
Apr.-June	14,828	10,263	---	---	---	---	---	---	---	---
July	4,601	3,049	19.3	---	---	36.6	19.6	28.1	---	---
Aug.	4,580	2,931	18.8	---	---	36.1	19.8	28.2	---	---
Sept.	5,111	3,222	20.2	---	---	36.9	19.6	28.0	---	---
July-Sept.	14,292	9,202	---	---	---	---	---	---	---	---
Season	59,888	54,972	---	---	---	---	19.6	21.7	---	---

1/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks.

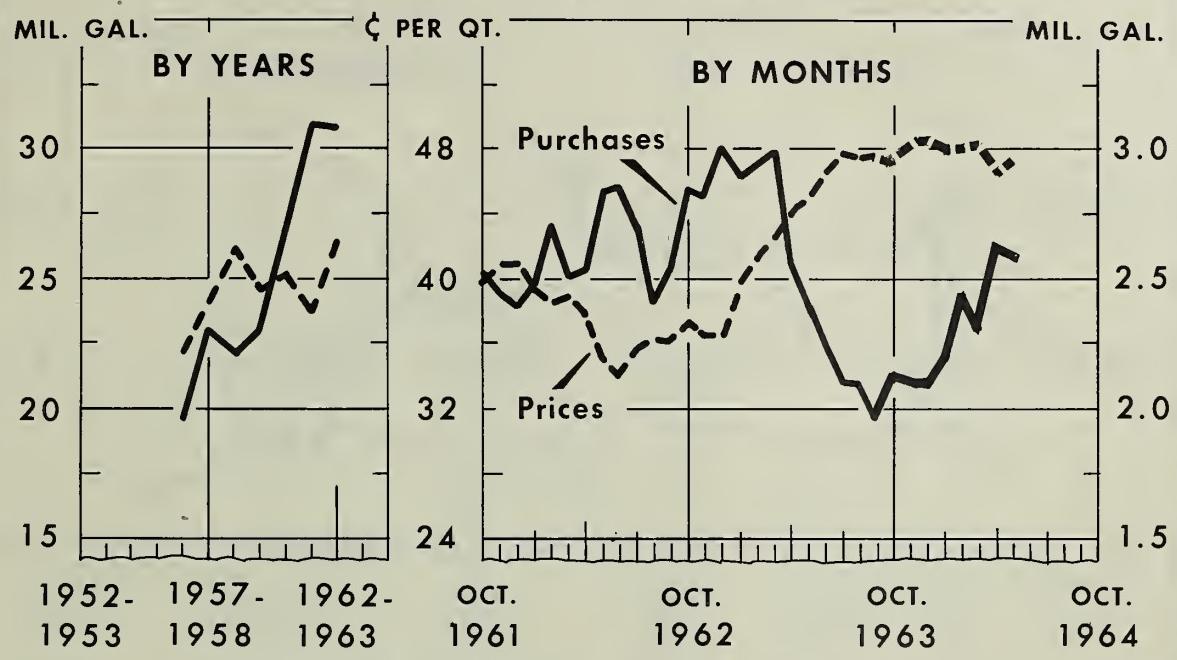
Table 1A.—FROZEN CONCENTRATED ORANGE JUICE IN FREEZE AND RECOVERY YEARS: Consumer purchases and expenditures, percentage of families buying, and average prices paid, October 1962 to date with comparisons 1/

Period 2/	Total purchases		Proportion of families buying		Purchases per buying family		Prices paid per 6-ounce can		Per buying family		Expenditures	
	1957- 1958	1962- 1963	1957- 1958	1962- 1963	1957- 1958	1962- 1963	1957- 1958	1962- 1963	1957- 1958	1962- 1963	1957- 1958	1962- 1963
	1,000 gals.	1,000 gals.	Pct.	Pct.	points	oz.	cents	cents	cents	cents	cents	cents
October	5,851	6,719	+14.8	30.9	31.5	.6	49	50	15.2	15.9	+4.6	1.24
November	5,770	6,669	+15.6	31.2	31.3	.1	46	50	15.4	15.9	+3.2	1.18
December	5,288	7,215	+36.4	29.3	32.7	3.4	45	52	15.9	15.7	-1.3	1.19
January	4,626	5,066	+9.5	27.9	28.2	.3	42	42	18.9	21.3	+12.7	1.34
February	4,423	4,983	+12.7	28.0	28.5	.5	41	41	20.3	22.6	+11.3	1.38
March	4,360	4,855	+11.4	26.7	28.2	1.5	41	40	21.2	23.2	+9.4	1.45
April 1	3,992	3,801	-4.8	25.2	23.2	-2.0	40	38	22.2	25.4	+14.4	1.47
May	3,915	3,393	-13.3	24.2	21.7	-2.5	42	36	22.5	27.5	+22.2	1.56
June	3,320	3,069	-7.6	23.5	19.2	-4.3	35	37	23.9	27.8	+16.3	1.41
July	3,284	3,049	-7.2	22.9	19.3	-3.6	36	37	24.2	28.1	+16.1	1.46
August	3,267	2,931	-10.3	23.0	18.8	-4.2	36	36	24.6	28.2	+14.6	1.70
September	3,490	3,222	-7.7	24.0	20.2	-3.8	36	37	24.7	28.0	+13.4	1.50
Season 2/	51,586	54,972	+6.6	—	—	—	—	—	20.0	21.7	+8.5	—
October	1958- 1959	1963- 1964	—	1958- 1964	1963- 1964	—	1958- 1964	1963- 1964	1958- 1964	1963- 1964	—	1958- 1964
November	3,743	3,238	-13.5	24.4	20.5	-3.9	38	36	21.8	27.7	+11.7	1.68
December	3,646	3,263	-10.5	24.1	20.4	-3.7	37	37	25.0	27.4	+9.6	1.56
January	3,276	3,240	-1.1	22.4	20.3	-2.1	41	36	22.0	27.3	+24.1	1.69
February	4,364	3,398	-22.1	25.8	21.4	-4.4	42	36	20.5	27.4	+33.7	1.42
March	4,367	3,494	-26.0	26.2	20.4	-5.8	42	38	20.3	27.4	+35.0	1.42
April 1	4,448	3,649	-18.0	25.8	20.7	-5.1	43	40	20.2	27.0	+33.7	1.45
May	4,131	3,572	-13.5	24.8	20.5	-4.3	41	39	20.7	25.7	+24.2	1.42
June	4,066	—	—	25.9	—	—	40	—	21.3	—	—	1.41
July	4,018	—	—	24.5	—	—	40	—	22.0	—	—	1.46
August	3,971	—	—	24.5	—	—	41	—	22.3	—	—	1.53
September	4,509	—	—	26.9	—	—	42	—	22.1	—	—	1.55
Season 3/	48,975	—	—	—	—	—	—	—	22.1	—	—	—

1/ Freezes occurred in December 1957 and December 1962. Tree and fruit losses in 1962 were the greatest for many years.
 2/ Data are for 4-week periods to facilitate comparisons.
 3/ 48-week periods.

CHILLED ORANGE JUICE

Consumer Purchases and Prices Paid △



△ REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 2

NEG. ERS 2538

ECONOMIC RESEARCH SERVICE

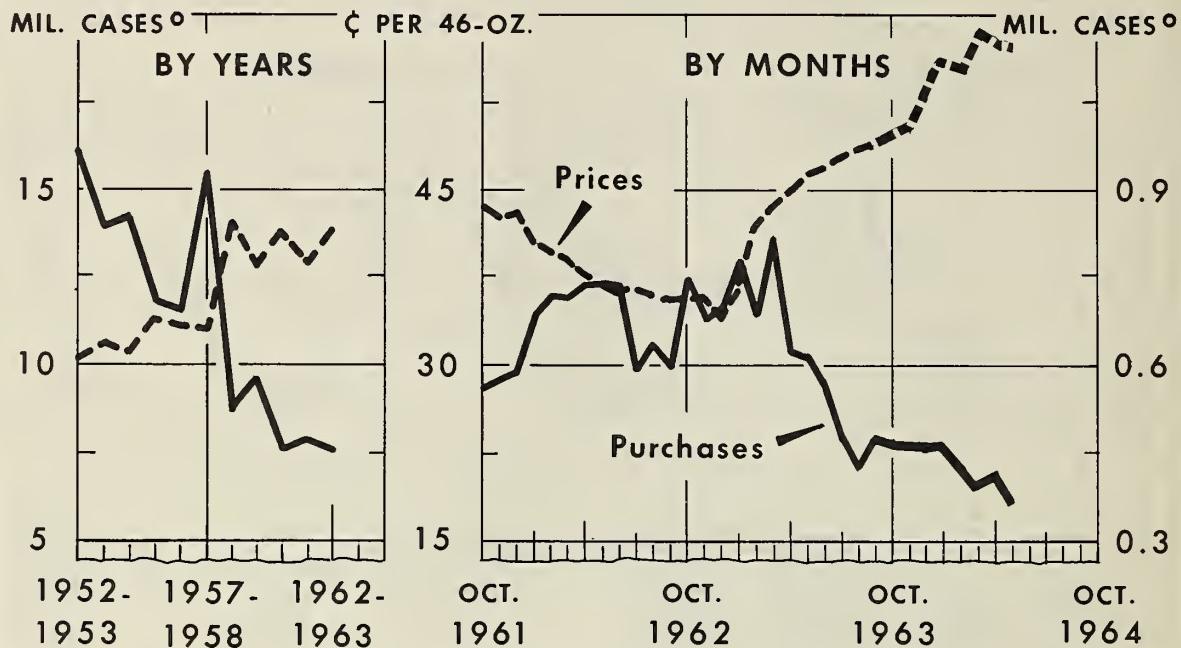
Table 2.--CHILLED ORANGE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per quart		
	Average : 1962- : 1963- : 1962- : 1963- : 1962- : 1963- : Average : 1962- : 1963-									
	1,000 gals.	1,000 gals.	1,000 gals.	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,950	2,849	2,144	6.0	5.1	111.7	97.5	39.7	37.1	47.3
Nov.	2,017	2,811	2,074	6.2	4.7	106.7	102.4	40.2	36.4	48.5
Dec.	1,911	3,002	2,097	6.3	4.7	111.4	99.0	40.0	36.3	48.1
Oct.-Dec.	5,878	8,662	6,315	---	---	---	---	---	---	---
Jan.	2,098	2,884	2,197	6.4	5.4	105.4	91.9	39.1	39.8	47.9
Feb.	2,288	2,948	2,440	6.5	5.5	105.1	98.9	38.7	41.6	47.9
Mar.	2,267	2,997	2,276	6.4	5.2	109.3	98.7	39.6	42.4	48.1
Jan.-Mar.	6,653	8,829	6,913	---	---	---	---	---	---	---
Apr.	2,239	2,555	2,677	5.6	6.1	106.5	97.7	39.3	44.1	46.4
May	2,339	2,393	2,565	5.5	5.6	100.4	103.0	38.7	44.9	47.4
June	2,291	2,249	5.4	---	---	96.6	38.3	46.6	---	---
Apr.-June	6,869	7,197	---	---	---	---	---	---	---	---
July	2,064	2,099	5.1	---	---	94.2	39.1	47.7	---	---
Aug.	1,901	2,094	4.9	---	---	98.4	39.6	47.4	---	---
Sept.	1,974	1,951	4.6	---	---	98.8	39.6	47.5	---	---
July-Sept.	5,939	6,144	---	---	---	---	---	---	---	---
Season	25,339	30,832	---	---	---	---	39.3	42.1	---	---

1/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks.

CANNED SINGLE-STRENGTH ORANGE JUICE

Consumer Purchases and Prices Paid △



△ REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

○ EQUIVALENT 24 NO. 2'S, 432 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 3

NEG. ERS 2539 ECONOMIC RESEARCH SERVICE

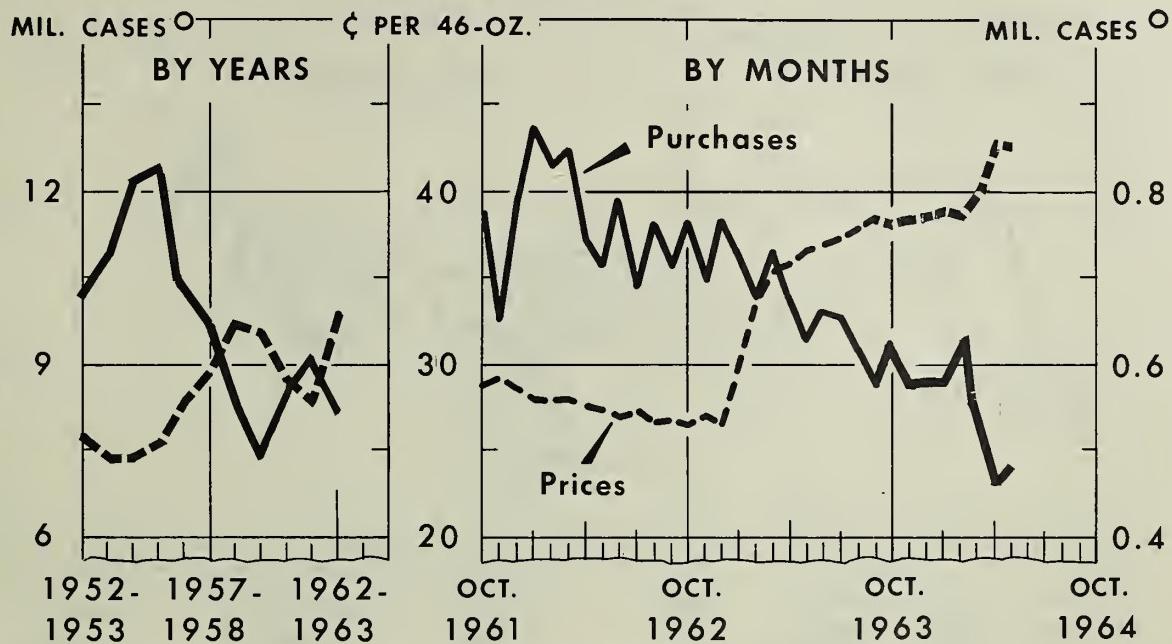
Table 3.--CANNED SINGLE-STRENGTH ORANGE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 46-ounce can		
	Average : 1962-1957-61	1962-1963	1963-1964	1962-1963	1963-1964	1962-1963	1963-1964	Average : 1957-61	1962-1963	1963-1964
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	852	749	455	6.3	4.5	94.3	78.5	37.8	35.5	50.2
Nov.	808	677	456	5.9	4.3	90.5	84.4	37.7	35.8	51.4
Dec.	754	699	450	6.0	4.4	92.3	79.3	38.1	34.0	53.7
Oct.-Dec.	2,414	2,125	1,361	---	---	---	---	---	---	---
Jan.	892	779	453	6.6	4.4	93.2	79.5	37.0	36.5	56.0
Feb.	909	680	415	6.7	4.3	80.3	77.0	37.5	41.8	55.4
Mar.	915	823	376	6.9	3.8	93.8	78.8	37.5	43.5	58.5
Jan.-Mar.	2,716	2,282	1,244	---	---	---	---	---	---	---
Apr.	881	618	401	5.7	4.2	84.6	77.1	37.8	44.9	57.7
May	838	611	365	5.3	3.8	90.4	73.5	37.9	46.4	57.5
June	806	564	511	5.1	3.8	86.4	73.5	37.7	46.8	57.5
Apr.-June	2,525	1,793	1,244	---	---	---	---	---	---	---
July	764	467	467	4.7	3.8	77.1	38.5	47.7	47.7	47.7
Aug.	708	421	421	4.2	3.5	78.9	39.0	48.5	48.5	48.5
Sept.	709	474	474	4.6	3.8	80.7	39.9	48.9	48.9	48.9
July-Sept.	2,181	1,362	1,362	---	---	---	---	---	---	---
Season	9,836	7,562	7,562	---	---	---	38.0	41.7	41.7	41.7

1/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. Equivalent cases 24 No. 2 cans ... 432 ounces per case.

CANNED SINGLE-STRENGTH GRAPEFRUIT JUICE

Consumer Purchases and Prices Paid △



△ REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

○ EQUIVALENT 24 NO. 2'S, 432 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 4

NEG. ERS 2540

ECONOMIC RESEARCH SERVICE

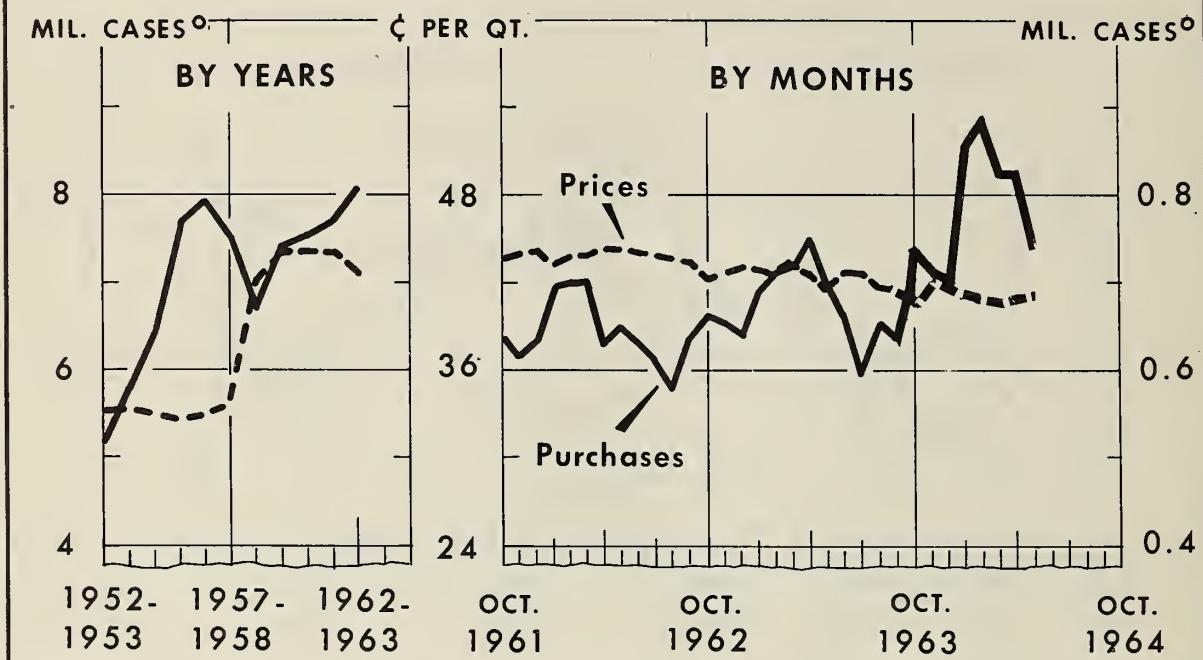
Table 4.--CANNED SINGLE-STRENGTH GRAPEFRUIT JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period 1/	Total purchases		Proportion of families buying		Purchases per buying family		Prices paid per 46-ounce can		
	Average : 1962-1957-61	1963-1963	1962-1963	1963-1964	1962-1963	1963-1964	Average : 1962-1957-61	1962-1963	1963-1964
	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	772	765	620	5.8	4.9	104.4	97.2	30.3	26.6
Nov.	683	697	566	5.4	4.6	102.6	96.7	30.7	27.0
Dec.	643	765	576	5.4	4.7	111.0	95.1	30.4	26.4
Oct.-Dec.	2,098	2,227	1,762	---	---	---	---	---	---
Jan.	755	726	575	5.8	4.5	98.3	99.1	30.1	29.6
Feb.	715	674	636	5.7	4.8	93.0	99.6	30.4	33.5
Mar.	738	728	549	5.9	4.6	97.8	93.5	30.1	35.3
Jan.-Mar.	2,208	2,128	1,760	---	---	---	---	---	---
Apr.	793	668	461	5.2	4.0	99.9	89.4	29.1	35.7
May	781	621	484	5.0	4.2	97.8	88.8	28.9	36.5
June	714	659	549	5.4	4.6	95.6	92.9	29.2	36.7
Apr.-June	2,288	1,948	---	---	---	---	---	---	---
July	632	652	512	5.1	4.9	99.6	93.8	30.3	37.1
Aug.	683	606	549	4.5	4.2	97.8	92.9	29.9	37.7
Sept.	663	568	512	4.8	4.6	95.6	92.9	30.3	38.5
July-Sept.	1,978	1,826	---	---	---	---	---	---	---
Season	8,572	8,129	---	---	---	---	30.0	33.1	---

1/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. Equivalent cases 24 No. 2 cans...432 ounces per case.

PRUNE JUICE

Consumer Purchases and Prices Paid △



△ REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

○ EQUIVALENT 24 NO. 2'S, 432 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 5

NEG. ERS 2541 ECONOMIC RESEARCH SERVICE

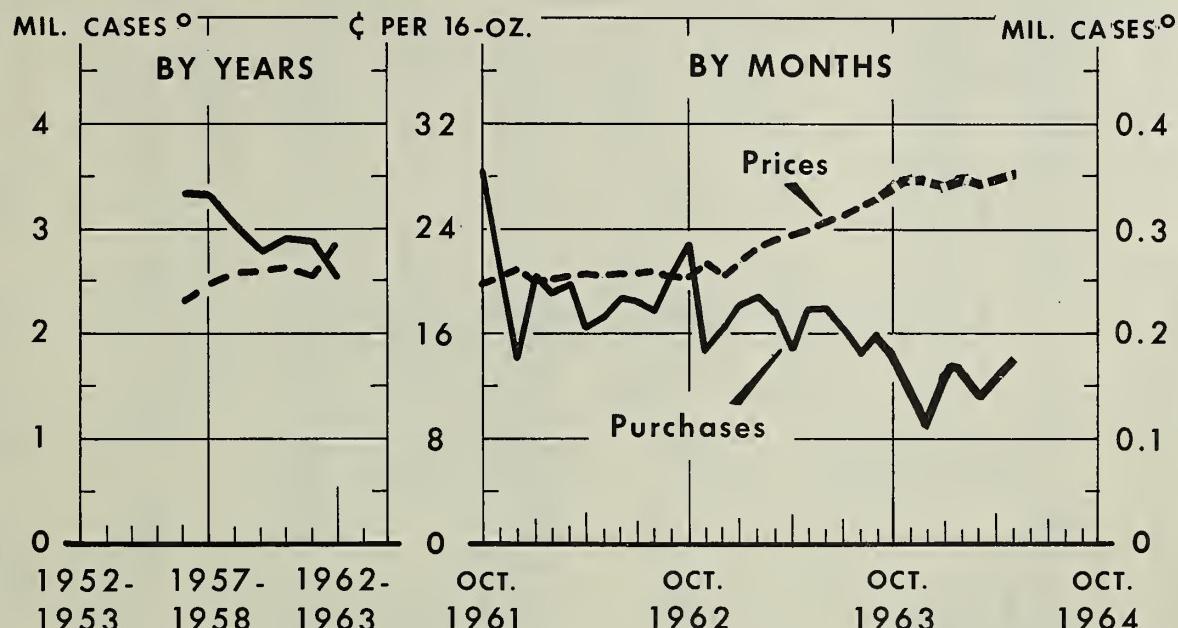
Table 5.--PRUNE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per quart		
	Average : 1962- : 1963- : 1964-	1962- : 1963- : 1964-	1962- : 1963- : 1964-	1962- : 1963- : 1964-	1962- : 1963- : 1964-	1962- : 1963- : 1964-	1962- : 1963- : 1964-	Average : 1962- : 1963- : 1964-	1962- : 1963- : 1964-	1962- : 1963- : 1964-
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	632	660	731	6.9	7.3	75.6	77.6	39.9	42.1	40.8
Nov.	598	652	708	6.9	7.2	74.6	76.1	40.5	42.5	42.0
Dec.	599	636	706	6.3	7.3	79.7	74.5	40.8	42.8	41.6
Oct.-Dec.	1,829	1,948	2,145	---	---	---	---	---	---	---
Jan.	652	693	856	7.1	8.4	76.8	78.3	40.9	42.7	40.7
Feb.	653	716	888	7.7	8.7	73.6	78.9	41.4	42.4	40.5
Mar.	654	719	824	7.8	8.6	72.6	73.5	41.5	43.2	40.5
Jan.-Mar.	1,959	2,128	2,568	---	---	---	---	---	---	---
Apr.	602	749	826	8.1	8.0	72.8	78.1	41.7	42.3	40.8
May	607	700	734	7.4	7.4	74.1	75.8	41.8	41.2	41.1
June	600	659		7.1		72.3		41.7	42.4	
Apr.-June	1,809	2,108		---		---		---	---	
July	571	594		6.3		73.1		41.7	42.3	
Aug.	569	651		6.8		74.3		41.6	41.6	
Sept.	602	632		6.6		74.5		41.7	41.4	
July-Sept.	1,742	1,877		---		---		---	---	
Season	7,339	8,061		---		---		41.3	42.2	

1/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. Equivalent cases 24 No. 2 cans ... 432 ounces per case.

CANNED GRAPEFRUIT SECTIONS

Consumer Purchases and Prices Paid △



△ REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

○ EQUIVALENT 24 NO. 2'S 480 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 6

NEG. ERS 2542

ECONOMIC RESEARCH SERVICE

Table 6.--CANNED GRAPEFRUIT SECTIONS: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per No. 303 can		
	Average : 1962-1957-61	1963-1963	1962-1964	1962-1963	1963-1964	1962-1963	1963-1964	Average : 1962-1957-61	1963-1963	1962-1964
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	311	285	183	4.5	3.2	55.0	49.4	20.0	20.1	27.0
Nov.	249	182	143	3.3	2.9	49.0	43.0	20.3	21.2	27.8
Dec.	192	201	111	3.3	2.4	54.1	39.8	20.5	20.3	27.6
Oct.-Dec.	752	668	437	---	---	---	---	---	---	---
Jan.	245	228	164	3.8	3.1	52.4	45.8	20.2	21.3	26.9
Feb.	239	233	159	3.8	2.7	53.0	49.7	20.2	22.5	27.6
Mar.	225	219	142	3.9	2.9	48.4	41.4	20.4	22.9	27.5
Jan.-Mar.	709	680	465	---	---	---	---	---	---	---
Apr.	227	182	162	3.4	3.1	47.1	44.2	20.3	23.3	27.9
May	233	223	176	3.9	3.4	49.2	44.3	20.4	23.8	28.1
June	255	223	176	3.9	3.4	50.7	44.3	20.5	24.5	28.1
Apr.-June	715	628	437	---	---	---	---	---	---	---
July	264	204	134	3.4	3.1	51.4	44.2	20.7	24.7	28.1
Aug.	253	179	111	3.1	2.7	50.7	44.3	20.4	25.6	28.1
Sept.	284	200	134	3.3	3.0	52.6	44.3	20.4	26.1	28.1
July-Sept.	801	583	333	---	---	---	---	---	---	---
Season	2,977	2,559	1,666	---	---	---	---	20.4	22.9	28.1

1/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. Equivalent cases 24 No. 2 cans ... 480 ounces per case.

Table 7.--FROZEN CONCENTRATED FRUIT DRINKS: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, April 1963 to date

Period 1/	Orange			Other			Total		
	Proportion: Purchases: Prices paid:			Proportion: Purchases: Prices paid:			Proportion: Purchases: Prices paid:		
	Total : purchases: families : : buying	of : buying	per : family	Total : purchases: families : : buying	of : buying	per : family	Total : purchases: families : : buying	of : buying	per : family
	1,000 gals.	Percent	Ounces	1,000 gals.	Percent	Ounces	1,000 gals.	Percent	Ounces
1963									
April	423	3.3	29.9	17.7	1,035	---	12.5	1,458	---
May	523	4.8	25.2	16.5	1,996	---	11.8	2,519	---
June	602	5.6	25.0	16.5	3,021	---	11.8	3,623	---
Apr.-June	1,548	---	---	6,052	---	---	7,600	---	---
July	703	5.7	28.6	14.6	3,774	---	11.7	4,477	---
August	726	6.0	27.9	15.3	2,956	---	11.8	3,682	---
September	654	5.0	30.2	15.8	1,732	---	11.5	2,386	---
July-Sept.	2,083	---	---	8,462	---	---	10,545	---	---
1963-64									
October	580	4.4	30.4	17.0	924	---	13.2	1,504	---
November	445	3.7	27.0	17.7	632	---	13.9	1,077	---
December	364	3.0	27.7	18.0	553	4.2	30.1	13.5	917
Oct.-Dec.	1,389	---	---	2,109	---	---	3,498	---	---
January	574	4.9	26.8	17.6	627	4.7	29.7	14.3	1,201
February	580	4.7	28.0	17.4	546	4.3	28.6	14.5	1,126
March	459	3.7	27.8	17.7	672	4.7	32.3	14.0	1,131
Jan.-Mar.	1,613	---	---	1,845	---	---	3,458	---	---
April	645*	5.0*	29.4*	17.5	900	6.1	32.9	13.2	1,545*
May	627	5.0	28.8	16.5	2,620	14.5	40.4	11.2	3,247
June									
Apr.-June									
July									
August									
September									
July-Sept.									
Season									

1/

Data are for 28-day (4-week) periods to facilitate comparisons; hence, season includes only 48 weeks.

*Revised.

Table 8.--OTHER FROZEN CONCENTRATED AND CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date

Period 1/	Other frozen concentrated juices 2/				Other canned single-strength juices 3/							
	Purchases		Prices paid per 6-ounce can		Purchases		Proportion of families buying		Purchases per buying family		Prices paid per 46-ounce can	
	1962- : 1963- : 1962- : 1963-	1963 : 1964	1963 : 1963	1964	1962- : 1963- : 1963- : 1964	1963 : 1964	1963- : 1963- : 1964	1964	1962- : 1963- : 1963- : 1964	1963 : 1964	1962- : 1963- : 1963- : 1964	1963 : 1964
Oct.	1,000	1,000	: gals.	: gals.	1,000	1,000	: cases	: cases	: Percent	: Ounces	: Cents	: Cents
Oct.	675	932	18.2	20.7	4,391	5,041	34.3	34.3	114.1	29.8	30.6	
Nov.	643	853	18.2	21.2	4,535	4,619	34.1	34.1	103.6	29.9	31.5	
Dec.	676	725	17.9	21.4	4,247	4,705	35.2	35.2	102.8	30.3	31.8	
Oct.-Dec.	1,994	2,510			13,173	14,365						
Jan.	1,027	981	18.2	21.3	5,340	5,106	36.8	36.8	107.4	29.8	32.0	
Feb.	1,082	1,007	19.0	21.0	5,867	5,140	36.3	36.3	108.2	29.8	31.8	
Mar.	1,106	944	19.1	21.6	6,242	4,982	36.6	36.6	105.2	30.0	31.9	
Jan.-Mar.	3,215	2,932			17,449	15,228						
Apr.	1,161	1,102	19.2	21.1	5,605	4,759	34.9	34.9	104.8	30.5	33.1	
May	1,208	828	19.4	21.5	5,510	4,668	34.4	34.4	103.8	30.2	32.9	
June	975		20.3		5,171					30.8		
Apr.-June	3,344				16,286							
July	903		20.3		4,720						31.4	
Aug.	872		20.6		4,740						31.5	
Sept.	822		21.0		4,748						31.7	
July-Sept.	2,597				14,208							
Season	11,150		19.3		61,116						30.5	

Table 9.--CHILLED CITRUS SALADS AND SECTIONS: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date 4/

Period 1/	Purchases		Proportion of families buying		Purchases per buying family		Prices paid per 32-ounce jar			
	1962- : 1963- : 1962- : 1963-	1963 : 1964	1963 : 1963	1964	1962- : 1963- : 1963- : 1964	1963 : 1964	1962- : 1963- : 1963- : 1964	1963 : 1964		
	1,000	1,000	: gals.	: gals.	: Percent	: Percent	: Ounces	: Ounces	: Cents	: Cents
Oct.	311	194	1.8	1.0			42.1	43.9	63.0	77.9
Nov.	394	256	2.0	1.3			47.0	47.4	61.6	68.9
Dec.	326	222	1.7	1.2			45.2	45.3	62.4	71.3
Oct.-Dec.	1,031	672								
Jan.	295	222	1.7	1.2			42.4	44.5	64.8	76.1
Feb.	298	251	1.6	1.2			45.4	49.6	70.2	75.8
Mar.	286	224	1.6	1.3			42.5	41.8	72.5	74.6
Jan.-Mar.	879	697								
Apr.	284	280	1.4	1.3			47.2	51.5	75.0	74.5
May	258	338	1.4	2.1			43.2	37.6	76.8	74.6
June	180		1.0				44.1		77.5	
Apr.-June	722									
July	144		0.9				37.2		80.7	
Aug.	134		0.7				44.9		82.6	
Sept.	119		0.6				45.5		82.5	
July-Sept.	397									
Season	3,029								70.2	

1/ Data are for 4-week (28 day) periods to facilitate comparisons; hence, season includes only 48 weeks.

2/ Includes citrus blends and concentrates other than orange. 3/ Includes citrus blends and canned juices other than orange, grapefruit, and prune. 4/ These estimates, like all others in this report, are based on sample data, and are subject to sampling errors. Because of the small number of families buying estimates for chilled salads particularly should be used with caution.

Equivalent cases 24 No. 2 cans ... 432 ounces per case.

Table 10.--TOTAL CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 46-ounce can		
	Average : 1962- : 1963- : 1962- : 1963- : 1962- : 1963- : Average : 1962- : 1963-	1957-61 : 1963 : 1964 : 1963 : 1964 : 1963 : 1964 : 1957-61 : 1963 : 1964	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents
	Oct.	6,732	6,565	6,847	40.7	41.5	127	128.2	---	33.2
Nov.	6,495	6,561	6,349	42.1	41.3	123	117.8	---	33.3	36.8
Dec.	6,152	6,347	6,437	41.2	41.8	122	117.7	---	33.4	37.0
Oct.-Dec.	19,379	19,473	19,633	---	---	---	---	---	---	---
Jan.	6,931	7,538	6,990	45.5	44.2	130	122.0	---	33.4	37.4
Feb.	6,940	7,937	7,079	47.1	43.8	133	123.4	---	34.0	37.1
Mar.	7,015	8,512	6,731	47.9	43.9	140	118.4	---	34.5	37.3
Jan.-Mar.	20,886	23,987	20,800	---	---	---	---	---	---	---
Apr.	6,875	7,640	6,447	45.7	41.8	131	118.5	---	35.1	38.6
May	6,817	7,442	6,251	44.9	40.4	130	117.8	---	34.8	38.2
June	6,454	7,053	6,666	43.6	42.7	127	117.8	---	35.4	38.2
Apr.-June	20,146	22,135	20,375	---	---	---	---	---	---	---
July	6,013	6,433	5,904	41.7	41.7	120	118.5	---	35.9	38.6
Aug.	5,892	6,418	5,904	40.3	40.3	124	118.5	---	36.1	38.6
Sept.	5,995	6,422	5,904	39.7	39.7	126	118.4	---	36.3	38.2
July-Sept.	17,900	19,273	18,000	---	---	---	---	---	---	---
Season	78,311	84,868	80,000	---	---	---	---	---	34.6	38.6

Table 11.--CANNED SINGLE-STRENGTH FRUIT DRINKS: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 46-ounce can		
	Average : 1962- : 1963- : 1962- : 1963- : 1962- : 1963- : Average : 1962- : 1963-	1959-61 : 1963 : 1964 : 1963 : 1964 : 1963 : 1964 : 1959-61 : 1963 : 1964	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents
	Oct.	2,858	3,304	4,630	18.9	23.6	138	152.2	32.0	30.7
Nov.	2,577	2,905	3,990	17.5	21.9	131	143.2	32.8	31.7	32.2
Dec.	2,635	2,859	4,224	17.4	21.9	130	150.2	32.3	31.8	32.8
Oct.-Dec.	8,070	9,068	12,844	---	---	---	---	---	---	---
Jan.	3,235	4,176	5,094	22.2	25.0	148	156.0	31.8	30.4	32.1
Feb.	3,362	4,594	5,624	23.9	26.5	151	164.0	31.9	30.9	32.1
Mar.	3,408	4,703	5,471	25.5	26.5	145	160.3	31.7	30.9	32.1
Jan.-Mar.	10,005	13,473	16,189	---	---	---	---	---	---	---
Apr.	3,558	5,075	5,957	26.4	28.4	151	162.4	31.7	30.9	31.8
May	3,758	5,169	6,213	26.5	29.1	153	165.2	31.7	31.0	31.7
June	4,027	5,035	5,471	26.4	26.4	149	160.3	31.3	31.3	31.3
Apr.-June	11,343	15,279	16,189	---	---	---	---	---	---	---
July	4,007	5,600	5,957	28.0	28.0	156	162.4	30.8	31.1	31.8
Aug.	3,486	5,241	5,471	26.2	26.2	156	160.3	31.1	31.5	32.1
Sept.	3,233	4,509	5,035	23.5	23.5	150	165.2	31.5	32.1	32.1
July-Sept.	10,726	15,350	16,189	---	---	---	---	---	---	---
Season	40,144	53,170	53,170	---	---	---	---	31.7	31.2	31.2

1/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. Equivalent cases No. 24 cans ... 432 ounces per case.

Table 12.--FRESH ORANGES: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period 1/										
	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per dozen		
	1959- 1960	1962- 1963	1963- 1964	1962- 1963	1963- 1964	1962- 1963	1963- 1964	1959- 1960	1962- 1963	1963- 1964
	: 1,000 : doz.	: 1,000 : doz.	: 1,000 : doz.	Percent	Percent	Oranges	Oranges	Cents	Cents	Cents
Oct.	: 22,954	12,888	12,673	15.3	15.4	18.4	17.8	52.6	62.4	62.3
Nov.	: 33,469	24,791	20,614	27.9	24.9	19.5	17.9	45.2	48.6	59.7
Dec.	: 48,925	42,444	40,586	41.5	40.8	22.4	21.4	43.4	49.4	55.8
Oct.-Dec.	: 105,348	80,123	73,873	---	---	---	---	---	---	---
Jan.	: 48,506	27,332	42,660	31.8	39.2	18.8	23.3	45.9	67.3	57.5
Feb.	: 48,592	25,296	43,928	29.5	39.5	18.7	23.8	49.6	72.9	57.4
Mar.	: 42,941	20,699	41,937	25.6	38.0	17.7	23.7	51.8	74.6	57.6
Jan.-Mar.	: 140,039	73,327	128,525	---	---	---	---	---	---	---
Apr.	: 35,817	18,016	35,406	22.5	32.7	17.5	23.1	53.7	77.4	61.2
May	: 29,927	16,790	28,964	20.8	28.1	17.6	22.0	51.3	75.3	58.3
June	: 21,441	13,997	17.4	17.4	17.5	17.5	54.2	68.6	---	---
Apr.-June	: 87,185	48,803	---	---	---	---	---	---	---	---
July	: 14,214	12,232	14.3	14.3	18.5	18.5	54.6	61.0	---	---
Aug.	: 11,182	10,091	11.7	11.7	18.7	18.7	56.5	61.8	---	---
Sept.	: 12,916	11,491	13.5	13.5	18.5	18.5	54.1	58.3	---	---
July-Sept.	: 38,312	33,814	---	---	---	---	---	---	---	---
Season	: 370,884	236,067	---	---	---	---	49.7	63.5	---	---
	:	:	:	:	:	:	:	:	:	:

Table 13.--FRESH GRAPEFRUIT: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period 1/										
	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per dozen		
	1959- 1960	1962- 1963	1963- 1964	1962- 1963	1963- 1964	1962- 1963	1963- 1964	1959- 1960	1962- 1963	1963- 1964
	: 1,000 : doz.	: 1,000 : doz.	: 1,000 : doz.	Percent	Percent	Grape-fruit	Grape-fruit	Cents	Cents	Cents
Oct.	: 7,632	5,796	6,410	17.1	19.2	7.4	7.2	93.0	96.5	117.3
Nov.	: 10,234	10,570	10,203	24.7	23.4	9.4	9.4	86.1	87.4	110.4
Dec.	: 11,023	11,349	10,760	23.7	23.5	10.5	9.8	83.4	88.4	109.5
Oct.-Dec.	: 28,889	27,715	27,373	---	---	---	---	---	---	---
Jan.	: 13,533	9,217	12,880	21.2	27.1	9.5	10.2	83.9	106.2	110.7
Feb.	: 14,486	10,191	13,057	22.6	26.8	9.9	10.5	82.6	106.8	110.8
Mar.	: 14,106	9,963	12,027	21.8	25.5	10.0	10.1	85.2	108.6	117.2
Jan.-Mar.	: 42,125	29,371	37,964	---	---	---	---	---	---	---
Apr.	: 11,086	8,933	8,375	19.4	19.1	10.0	9.4	94.1	115.6	137.0
May	: 6,769	5,946	4,370	15.0	11.8	8.6	7.9	107.3	133.2	154.2
June	: 3,422	2,663	8.7	8.7	6.7	6.7	116.3	163.5	---	---
Apr.-June	: 21,277	17,542	---	---	---	---	---	---	---	---
July	: 1,669	765	3.2	3.2	5.3	5.3	119.4	167.4	---	---
Aug.	: 1,221	466	2.2	2.2	4.7	4.7	126.8	166.2	---	---
Sept.	: 1,156	836	3.9	3.9	4.6	4.6	129.7	136.9	---	---
July-Sept.	: 4,046	2,067	---	---	---	---	---	---	---	---
Season	: 96,337	76,695	---	---	---	---	90.5	107.1	---	---
	:	:	:	:	:	:	:	:	:	:

1/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks.

Table 14.--Total consumer purchases of orange and grapefruit juices, other juices, and fruit drinks, equivalent single-strength basis, October 1961 to date 1/

Period 2/	Orange and grapefruit juices 3/			Other juices 4/			Canned single-strength fruit drinks			Total juices and canned single-strength fruit drinks			Frozen fruit drinks			Frozen concentrated fruit products	
	1961-62	1962-63	1963-64	1961-62	1962-63	1963-64	1961-62	1962-63	1963-64	1961-62	1962-63	1963-64	1961-62	1962-63	1963-64	Total cases	
Monthly				1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	
October	8,934	10,320	5,547	6,020	5,851	6,876	3,101	3,204	4,630	18,055	19,475	17,053	1,974	1,907	1,907	1,027	
November	8,276	10,110	5,504	5,696	5,949	6,338	2,736	2,905	3,990	16,708	18,964	15,832	1,407	1,407	1,407	17,239	
December	8,877	10,903	5,486	5,825	5,684	6,270	2,702	2,859	4,224	17,404	19,446	15,980	1,201	1,201	1,201	17,181	
Oct.-Dec.	26,087	31,333	16,537	17,541	17,484	19,484	8,539	9,068	12,844	52,167	57,885	48,865	4,582	4,582	4,582	53,447	
January	10,105	8,363	5,706	6,302	7,250	7,124	3,523	4,176	5,094	19,930	19,789	17,924	1,553	1,553	1,553	19,477	
February	10,146	8,132	5,664	6,246	7,865	7,221	3,505	4,594	5,624	19,897	20,591	18,599	1,448	1,448	1,448	19,957	
March	10,109	8,192	5,739	6,350	8,272	6,925	3,601	4,703	5,471	20,060	21,167	18,135	1,480	1,480	1,480	19,615	
Jan.-March	30,360	24,687	17,109	23,387	21,270	21,270	10,629	13,473	16,189	59,887	61,547	54,568	4,481	4,481	4,481	59,049	
April	9,766	6,547	5,979	6,073	7,730	6,891	3,708	5,075	5,957	19,547	19,352	18,827	2,018*	2,018*	2,018*	20,845*	
May	9,539	5,962	5,842	6,172	7,641	6,383	4,000	5,169	6,213	19,711	18,772	18,438	4,393	4,393	4,393	22,831	
June	9,214	5,526	5,684	6,985	6,985	6,985	4,023	5,035	5,035	18,921	17,546	17,546	5,670	5,670	5,670	..	
Apr.-June	28,519	18,035	17,929	22,356	22,356	22,356	11,731	15,279	15,279	58,179	58,179	58,179	5,670	5,670	5,670	..	
July	8,639	5,354	5,534	5,534	6,384	6,384	4,054	5,600	5,600	18,227	17,656	17,338	
August	8,963	5,120	5,438	5,120	6,424	6,424	3,506	4,241	4,241	17,656	16,785	16,785	
September	9,841	5,438	5,411	6,354	6,354	6,354	3,383	4,509	4,509	18,635	16,301	16,301	
July-Sept.	27,443	15,912	16,132	19,162	19,162	19,162	10,943	15,350	15,350	54,518	50,424	50,424	
Cumulative																	
October	8,934	10,320	5,547	6,020	5,851	6,876	3,101	3,204	4,630	18,055	19,475	17,053	1,974	1,974	1,974	19,027	
November	17,210	20,430	11,051	11,716	11,800	13,214	5,837	6,209	6,620	34,763	38,439	32,885	3,381	3,381	3,381	36,266	
December	26,087	31,333	16,537	17,541	17,484	19,484	8,539	9,068	12,844	52,167	57,885	48,865	4,582	4,582	4,582	53,447	
January	36,192	39,696	22,213	23,843	24,734	26,608	12,062	13,214	17,938	72,097	77,674	66,789	6,135	6,135	6,135	72,924	
February	46,338	47,828	27,907	30,089	32,599	33,829	15,567	17,838	23,562	91,994	98,265	85,298	7,583	7,583	7,583	92,881	
March	56,447	56,020	33,646	36,439	40,871	40,754	19,168	22,541	29,033	112,054	119,432	103,433	9,063	9,063	9,063	112,496	
April	66,213	62,567	39,625	42,512	48,601	47,645	22,876	27,616	34,990	131,601	138,784	122,260	11,081*	11,081*	11,081*	133,341*	
May	75,752	68,529	45,467	48,684	56,242	54,028	26,876	32,785	41,203	151,312	157,556	140,698	15,474	15,474	15,474	156,172	
June	84,966	74,055	54,368	63,227	30,899	37,820	170,233	175,102	
July	93,605	79,409	59,902	69,611	34,953	43,420	188,460	192,440	206,116	209,225	209,225	209,225	..	
August	102,568	84,529	65,089	76,035	38,459	48,661	224,751	225,526	
September	112,409	89,967	70,500	82,389	41,842	53,170	

1/ Frozen concentrated juices and orange drink converted to single-strength equivalent at 4 to 1; other frozen concentrated fruit drinks, marketed at various concentrations, at 4.7 to 1. The latter is an approximation, as the product mix, which may vary by months, is not available. 2/ 4-weeks (28-days) per month; 48 weeks per season. 3/ Frozen concentrated, chilled and canned single-strength orange juices, and canned single-strength grapefruit juice; excludes citrus blends. 4/ All other frozen concentrated and canned single-strength juices, including citrus blends.

* Revised.

Table 15.--Average prices paid by consumers per 6-ounce serving of juices and fruit drinks, October 1962 to date 1/

Month and year 2/ year 2/	Frozen concentrated 3/ Juices				Chilled orange drinks				Canned single-strength juices				Canned single- strength fruit drinks			
	Orange 4/ Other 4/		Average		Orange 4/ Other 4/		Average		Orange		Grapefruit		Prune		Other 4/ Average	
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1962-63																
October	4.0	4.6	4.0	4.0	---	---	---	7.0	4.6	3.5	7.9	3.9	4.3	4.0	4.0	(4.3)
November	4.0	4.6	4.0	4.0	---	---	---	6.8	4.7	3.5	8.0	3.9	4.3	4.1	4.1	(4.3)
December	3.9	4.5	4.0	4.0	---	---	---	6.8	4.4	3.4	8.0	4.0	4.4	4.2	4.2	(4.3)
January	5.3	4.6	5.2	5.2	---	---	---	7.5	4.8	3.9	8.0	3.9	4.4	4.0	4.0	(4.7)
February	5.6	4.8	5.5	5.6	---	---	---	7.8	5.5	4.4	8.0	3.9	4.4	4.0	4.0	(4.9)
March	5.8	4.8	5.6	5.6	---	---	---	8.0	5.7	4.6	8.1	3.9	4.5	4.0	4.0	(4.9)
April	6.4	4.8	6.0	4.4	2.7	3.1	8.3	5.9	4.7	7.9	4.0	4.6	4.0	4.0	4.8	
May	6.9	4.8	6.4	4.1	2.5	2.5	8.4	6.1	4.8	7.7	3.9	4.5	4.0	4.0	4.7	
June	7.0	5.1	6.5	4.1	2.5	2.7	8.7	6.1	4.8	8.0	4.0	4.6	4.1	4.1	4.6	
July	7.0	5.1	6.6	3.6	2.5	2.6	8.9	6.2	4.8	7.9	4.1	4.7	4.1	4.1	4.5	
August	7.1	5.2	6.6	3.8	2.5	2.7	8.9	6.3	4.9	7.8	4.1	4.7	4.1	4.1	4.6	
September	7.0	5.2	6.6	4.0	2.4	2.8	8.9	6.4	5.0	7.8	4.1	4.7	4.2	4.2	4.9	
Season	5.4	4.8	5.3	---	---	---	---	7.9	5.4	4.3	7.9	4.0	4.5	4.1	4.1	(4.6)
1963-64																
October	6.9	5.2	6.5	4.2	2.8	3.3	8.9	6.5	4.9	7.6	4.0	4.6	4.2	4.2	5.0	
November	6.8	5.3	6.5	4.4	3.0	3.5	9.1	6.7	5.0	7.9	4.1	4.8	4.2	4.2	5.2	
December	7.0	5.4	6.6	4.5	2.9	3.5	9.0	7.0	5.0	7.8	4.1	4.8	4.3	4.3	5.2	
January	6.8	5.3	6.5	4.4	3.0	3.6	9.0	7.3	5.1	7.6	4.2	4.9	4.2	4.2	5.2	
February	6.8	5.2	6.5	4.4	3.1	3.7	9.0	7.2	5.0	7.6	4.1	4.8	4.2	4.2	5.2	
March	6.8	5.4	6.6	4.4	3.0	3.5	9.0	7.6	5.3	7.6	4.2	4.9	4.2	4.2	5.2	
April	6.8	5.3	6.4	4.4	2.8	3.4	8.7	7.5	5.6	7.6	4.3	5.0	4.1	4.1	5.1	
May	6.4	5.4	6.2	4.1	2.4	2.7	8.9	7.5	5.5	7.7	4.3	5.0	4.1	4.1	4.7	
June																
July																
August																
September																
Season																

1/ Based on prices paid per specified unit: Frozen concentrated juices and drinks, 6-ounce; chilled orange juice and prune juice, 32-ounce; all others, 46-ounce. 2/ 4-weeks (28-days) per month; 48-weeks per season. 3/ Frozen concentrated juices and orange drink converted to ready-to-drink basis at 4 to 1; other frozen concentrated fruit drinks at 4.7 to 1. See table 14. 4/ Includes citrus blends. 5/ Data for frozen concentrated fruit drinks not available October-March, 1962-63; hence, prices in parentheses are not comparable with subsequent periods.

Table 16.--Average expenditures per buying family for citrus fruit, juices, drinks, and other products, October 1962 to date 1/

Month and year 2/ 1962-63	Frozen concentrated Orange : Orange juice : juice	Chilled orange juice	Canned single-strength Orange : Grapefruit	Prune : All 3/ fruit drinks	Canned single-strength fruit drinks	Canned grapefruit sections	Chilled citrus salads	Fresh oranges	Fresh grapefruit
	Dols.	Dols.	Dols.	Dols.	Dols.	Dols.	Dols.	Dols.	Dols.
October	1.32	---	.73	.60	.99	.92	.69	.83	.60
November	1.32	---	.70	.60	.99	.90	.65	.79	.68
December	1.35	---	.68	.64	1.07	.88	.90	.88	.77
January	1.49	---	.74	.63	1.02	.95	.98	.86	1.05
February	1.53	---	.73	.68	.98	.98	1.02	.75	1.14
March	1.55	---	.89	.75	.98	1.05	.98	.69	1.10
April	1.61	.88	.83	.78	.96	1.00	1.01	.69	1.13
May	1.66	.69	.91	.78	.95	.98	1.03	.73	1.04
June	1.72	.69	.88	.76	.96	.98	1.02	.78	1.07
July	1.71	.70	.80	.80	.97	.94	1.05	.79	1.13
August	1.70	.71	.83	.85	.97	.97	1.07	.81	1.10
September	1.72	.79	.86	.78	.96	.99	1.04	.86	1.00
1963-64									
October	1.68	.86	.86	.80	.99	.99	1.06	.83	.70
November	1.69	.80	.94	.81	1.00	.94	1.00	.75	.86
December	1.69	.83	1.49	.92	.97	.95	1.07	.69	.89
January	1.64	.79	1.37	.97	.84	1.00	.99	.77	1.06
February	1.66	.81	1.48	.93	.84	1.00	.99	.86	1.12
March	1.75	.82	1.48	1.00	.82	.93	.96	.71	1.14
April	1.78	.86*	1.42	.97	.83	1.00	1.12	.77	1.18
May	1.68	.79	1.53	.92	.82	.97	.98	.88	1.07
June									
July									
August									
September									

1/ Based on prices paid per specified unit: Frozen concentrated juices and drinks, 6-ounce; chilled orange juice, prune juice, and chilled citrus salads, 32-ounce; canned single-strength juices other than prune, 46-ounce; canned grapefruit sections, 16-ounce; and per dozen fresh oranges and grapefruit.
 2/ Data are for 4-week (28-day) periods to facilitate comparisons.
 3/ Includes the detailed as well as all other canned juices.
 *Revised

Table 17.--Consumer expenditures for citrus fruit, juices, drinks, and other products, October 1962 to date 1/

Month and year 2/ 1962-63	Frozen concentrated juices	Frozen concentrated fruit drinks	Canned single-strength orange juice	Canned single- strength grape- fruit drinks	Canned citra- salads and fruits sections	Canned citrus salads and fruits sections	Total 4/ 1,000 dols.
	Orange	Other 3/	Orange	Other 3/	Orange	Prune	Oranges
	1,000 dols.	1,000 dols.	1,000 dols.	1,000 dols.	1,000 dols.	1,000 dols.	1,000 dols.
Oct.	22,790	2,621	---	4,228	2,497	1,911	3,751
Nov.	22,621	2,496	---	4,093	2,276	1,767	3,741
Dec.	24,165	2,581	---	4,359	2,232	1,897	3,675
Jan.	23,020	3,987	---	4,591	2,670	2,018	3,995
Feb.	24,024	4,386	---	4,905	2,669	2,120	4,098
March	24,029	4,507	---	5,083	3,362	2,413	4,193
April	20,596	4,755	1,597	2,760	4,507	2,606	2,240
May	19,905	4,999	1,841	5,025	4,298	2,662	2,129
June	18,201	4,222	2,119	7,605	4,192	2,479	2,271
July	18,277	3,911	2,190	9,420	4,005	2,092	2,272
Aug.	17,633	3,832	2,370	7,441	3,970	1,918	2,146
Sept.	19,246	3,683	2,204	4,249	3,707	2,177	2,054
Season	254,507	45,980	(12,321)	(36,500)	51,938	29,640	25,238
1963-64							
Oct.	19,134	4,116	2,103	2,602	4,056	2,145	2,207
Nov.	19,073	3,858	1,680	1,874	4,024	2,201	2,041
Dec.	19,215	3,310	1,398	1,593	4,035	2,269	2,072
Jan.	19,790	4,458	2,155	1,913	4,209	2,382	2,101
Feb.	19,190	4,511	2,153	1,689	4,675	2,159	2,300
March	20,423	4,350	1,733	2,007	4,379	2,066	2,078
April	21,018	4,960	2,408*	2,534	4,969	2,173	1,853
May	19,584	3,798	2,207	6,260	4,863	1,971	1,932
June							
July							
Aug.							
Sept.							
Season							

1/ Based on prices paid per specified unit: Frozen concentrated juices and drinks, 6-ounces; chilled orange juice, prune juice, and chilled citrus salads, 32-ounce; all other juices and drinks, 46-ounce; canned grapefruit sections, 16-ounce, and per dozen oranges and grapefruit.
 2/ 4 weeks (28-days) per month; 48-weeks per season. 3/ Includes citrus blends. 4/ Data for frozen concentrated fruit drinks not available.
 *Revised.

Table 18.--SUMMARY: Volume and distribution of consumer purchases, percentage of families buying, and average prices paid for citrus fruit, juices, drinks, and other products, May 1963 and 1964 1/

Product	Total consumer purchases				Purchases per buying family				Average prices paid			
	Volume		Share of market		Proportion of families buying		Number		Average purchase		Quantity per month	
	May : 1963	May : 1964	May : 1963	May : 1964	May : 1963	May : 1964	May : 1963	May : 1964	May : 1963	May : 1964	May : 1963	May : 1964
FROZEN CONCENTRATED JUICES:	1,000	1,000	gals.	Pct.	Pct.	Pct.	No. 20.5	No. 20.0	Ozs. 18.2	Ozs. 20.3	Ozs. 36.3	Ozs. 39.3
Orange	3,393	3,572	+5	18.1	21.7	21.7	6.6	6.6	18.3	16.3	28.5	6
Other	1,208	828	-32	6.5	4.3	4.3	---	---	---	---	*	19.4
Total	4,601	4,400	-4	24.6	22.8	22.8	---	---	---	---	---	6.4
FROZEN CONC. FRUIT DRINKS:												
Orange	523	627	+20	2.8	3.3	4.8	5.0	1.2	1.5	20.2	19.6	25.2
Other	1,996	2,620	+31	12.5	16.0	19.3	14.5	1.8	1.8	23.0	20.4	40.4
Total	2,519	3,247	+29	15.3	19.3	19.3	19.3	1.8	1.8	23.0	20.4	40.4
CHILLED ORANGE JUICE	2,393	2,565	+7	3.2	3.3	5.5	5.6	2.5	2.5	40.6	41.6	100.4
CANNED SINGLE-STRENGTH JUICES:	1,000	1,000	cases 2/cases 2/									
Orange	611	365	-40	2.8	1.6	5.3	3.8	1.7	1.7	52.4	43.9	90.4
Grapefruit	621	484	-22	2.8	2.1	5.0	4.2	1.6	1.6	62.7	57.2	97.8
Prune	700	734	+5	3.2	3.2	7.4	7.4	1.7	1.8	42.9	42.9	74.1
Other	5,510	4,668	-15	24.8	20.5	34.4	34.4	2.0	2.0	51.1	51.1	103.8
Total	7,442	6,251	-16	33.6	27.4	44.9	40.4	2.4	2.4	49.6	49.6	130.0
CANNED SINGLE-STRENGTH FRUIT DRINKS	5,169	6,213	+20	23.3	27.2	26.5	29.1	2.0	2.2	75.0	75.0	152.8
TOTAL -- Ready-to-drink 3/	22,172	22,831	+ 3	100.0	100.0	---	---	---	---	---	---	---
CANNED GRAPEFRUIT SECTIONS	223	176	-21	---	---	3.9	3.4	1.4	1.4	34.8	32.6	49.2
CHILLED CITRUS SALADS	1,000	1,000	gals.									
	258	338	+31	---	---	1.4	2.1	1.5	1.4	28.3	26.7	43.2
FRESH CITRUS FRUIT:	1,000	1,000	doz.									
Oranges	16,790	28,964	+73	---	---	20.8	28.1	1.8	1.8	10.0	11.9	17.6
Grapefruit	5,946	4,370	-27	---	---	15.0	11.8	1.9	1.9	4.4	4.2	8.6

1/ Data are for 4-week (28-day) periods. 2/ Equivalent cases 24 No. 2 cans...432 ounces per case, except 480 ounces for grapefruit sections.

3/ Frozen concentrated juices and frozen concentrated orange drink converted to ready-to-drink at 4 to 1; other frozen concentrated fruit drinks, at 4.7 to 1. The latter is an approximation since quantities marketed by concentration are not known. *Per 6-ounce serving.

CONSUMER PURCHASES OF CITRUS AND OTHER PRODUCTS

Equivalent Single-Strength Cases of 24 No. 2's, and Dozens of Fresh Fruit

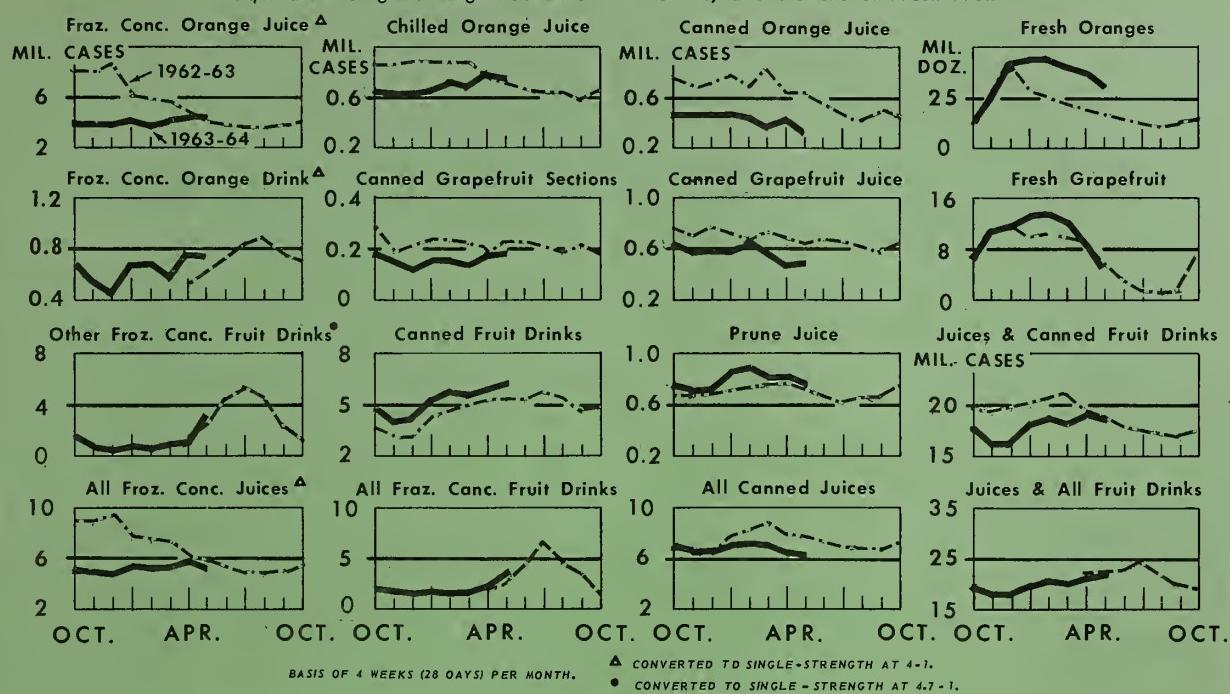


Figure 7

U. S. DEPARTMENT OF AGRICULTURE

NEG. ERS 2569 ECONOMIC RESEARCH SERVICE

PERCENTAGE OF FAMILIES BUYING CITRUS AND OTHER PRODUCTS

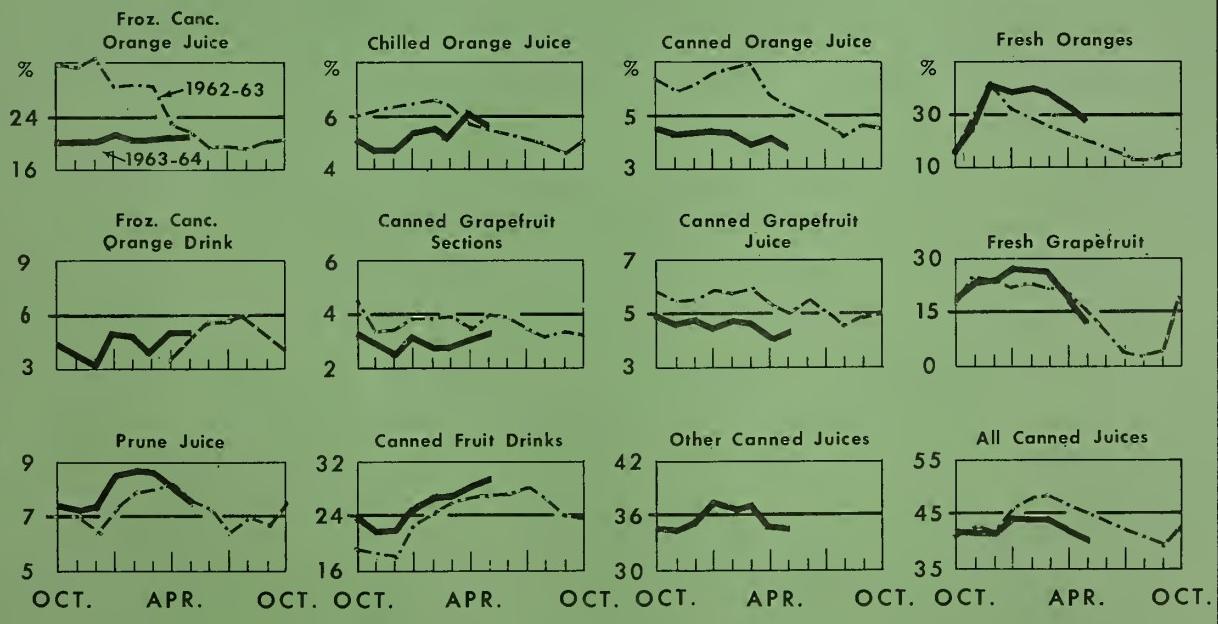


Figure 8

U. S. DEPARTMENT OF AGRICULTURE

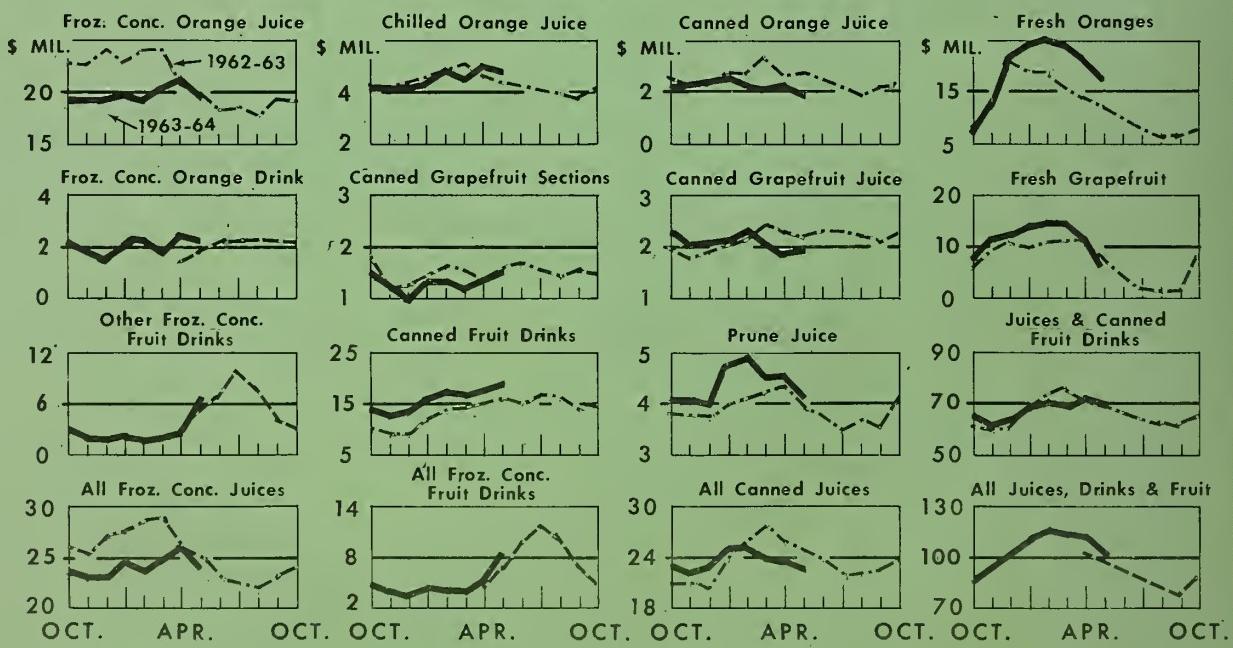
NEG. ERS 2570 ECONOMIC RESEARCH SERVICE

Washington D. C. 20250

Official Business

CONSUMER EXPENDITURES FOR CITRUS AND OTHER PRODUCTS

Based on Prices Paid for Usual Size of Can and Per Dozen Fresh Fruit



BASIS OF 4 WEEKS (28 DAYS) PER MONTH.

Figure 9